

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2515131	Student Name	Nana Yamfo Apenteng
Website Chosen	The Cooking Academy		
Insert hyperlink to website	https://www.thecookingacademy.co.uk/		
<u>Evaluation</u>			
Respond to each question			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: The site loaded very quickly . In less than 2 seconds most of the main images and text blocks became visible thereby making it interactive and responsive.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Yes,the site contains many sub-pages.it took a reasonable number of clicks to get to the sub-pages from the home page and it was easy to return to the previous page or section.The headings on the pages describe the content and it has a logo that links to the homepage.Generally,it was easy to navigate the sub-pages.			
Question 1c - Can a customer make a booking via the webpage?			
Answer:Yes,one can make payments via the webpage to register to take cooking lessons.The main bottom for payment is very visible on the home page and relevant pages.The order of steps for payment is written in a clear,action-oriented language and it also provide constructive error message if an issue occurs.			
Question 1d - What improvements could be made to the usability of the website?			
Answer:The usability of the site can be improved on by making provision for content to be translated into other languages to enable it reach a wider audience.			
Section 2 – Pleasure – Customer Experience			
(75 words maximum for each answer)			
Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?			
Answer:The webpages are pleasant and delightful to look at and they align with modern design trends.The layout adapts seamlessly to different screen sizes without requiring horizontal scrolling or awkward cropping.			
Question 2b - How does the website use imagery, video and colour?			
Answer:The website uses images that are clear with a high-resolution.The images also directly relate to the surrounding content to add value and credibility.Videos are of high			

quality;they load quickly and are placed in appropriate sections where they make sense within the narrative and providing helpful information like tutorials.They are also well captioned and ensures a seamless experience for users with various devices and screen sizes.Color is used effectively to draw the user’s attention to key information.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Answer:The website has not made use of an online chart tool on the website.

Question 2d – How effective are the social media links on the website?

Answer:The social media links{Facebook,TikTok etc.}on the site enhances the chief’s engagement with his audience in real-time.It provides easy pathways for visitors to follow,share content,and see real-time activities.,creating a richer,more interactive user experience that encourages repeat visits and stronger brand loyalty.Also,by integrating these platforms,it creates a cohesive online perceived valences that enhances your brand’s reach and engagement.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer:The service offered are made clear to customers through the use of simple language.

Question 3b - How are customer reviews made available? Are these up to date?

Answer:Customer reviews are made available on the website as a write up accompanied be the photograph of the customer.These reviews are up to date.

Question 3c – How is the service presented as high quality? For what reasons would you use the company’s service or recommend to a friend or family member?

Answer: The website presents a high-quality service in terms of its content which is clear and relevant,and it clearly outlines its privacy policy and terms of service,complying with data protection regulations.The reason why I would use this company’s service is because it is very interactive.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer:The price to join the cooking session is clearly stated on the home page.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

- 1.Cooking
- 2.Tutorial
3. Websites

Question 4b - When you type these words into Google, does the company's website appear in the top ten websites? Yes, the company's website appears in the top ten websites.

Answer: Google search in both Safari and Chrome browsers came up in the top ten searches.

Section 5 – Reflection and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Having a website is still crucial in modern UK business because it gives business the opportunity to reach a much wider customer base that crosses geographical boundaries across the globe than the limitations of a physical store. Customers get the chance to access various business 24/7. It makes a business relevant, competitive and creative in meeting the ever-changing demands of the market trends. It gives customers real-time experience when it comes to tutorial videos and it saves customers time. It also enable businesses to improve on their customer relations through interactive features like FAQs, live chats, and providing instant support and gathering valuable feedback to help grow the business.

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer: If I am to make one recommendation about how to improve the website of my chosen company it would be to have a multilingual website as it connects with a larger, diverse customer base. Offering content in different languages would allow users to select their preferred language for a localized experience. Hence, it breaks down language barriers, and makes the site easily accessible and engaging for diverse users across the globe. Beyond simple translation, it should involve adapting content, currency, and cultural references for specific regions. This would also help in build trust.

Reference List

Reedy, K. and Parker, J. (eds) (2018) *Digital literacy unpacked*. London: Facet Publishing.